INFORMATION LETTER

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C&TR Clipsheet on Corn Distributed to Newspapers

A clipsheet containing an assortment of news and feature stories about canned corn is being distributed to 750 newspaper editors, whose total circulation amounts to about 67 million.

This publicity project is part of the current N.C.A. Consumer and Trade Relations effort to promote canned corn. The material was prepared by the N.C.A. agency, Dudley-Anderson-Yutzy, from Association data, and has been thoroughly checked and edited by the C. & T. R. staff at N.C.A.

The clipsheet presents an opportunity for editors to select from an

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Network Radio Show To Tell of Canned Foods in Civil Defense

A special Thanksgiving radio broadcast, which will demonstrate the importance of canned foods under emergency situations, will be broadcast Sunday, November 25, on the civil defense network show "By the People" over Mutual Broadcasting System stations.

The broadcast will be made by the network from 7 to 7:30 p.m., EST, that day, but the Federal Civil Defense Administration suggests that local Mutual stations be checked for the exact time of broadcast. The program will present a typical family Thanksgiving scene. The family dialogue, dealing with American traditions, will point out that the Pilgrims' celebration of Thanksgiving and our pioneer spirit of preparedness are forerunners of civil defense, leading to a discussion of home food emer-

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Canning Industry Is Third Largest Steel User in 1955

A study of 1955 shipments of steel confirms that the canning industry is the nation's third largest user of America's steel output.

The study revealed that nearly 7 million tons of steel were earmarked to fill canning industry orders for machines, packaging, and other supplies, a total exceeded only by the automotive industry's 18 million tons and the construction industry's 9 million tons.

The study was made for the Canning Machinery and Supplies Association and is being widely reported through a C.M.&S.A. press release.

TAC Sponsors Special Meeting on Snap Bean Breeding

The N.C.A. Raw Products Technical Advisory Committee under the chairmanship of Morton Adams of the Alton Canning Company, sponsored a special symposium on bean improvement and breeding on November 9 following the meeting of the Wisconsin Canners Association. All of the Experiment Station and U. S. Department of Agriculture research personnel carrying on active breeding and bean improvement projects were invited to attend. The points under discussion were what has been done, what is being done, and what is expected in the future as

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Problems of Pea Breeding Discussed at Special Meeting

The Wisconsin Canners Association through its Raw Products Committee, in cooperation with the Wisconsin Experiment Station and with the help of individual members of the N.C.A. Raw Products Technical Advisory Committee, sponsored a special pea breeding meeting at Milwaukee November 9 following the Wisconsin Association's annual convention.

The primary objective was to bring together the research personnel of the Experiment Stations and the USDA with the pea breeders of the seedsmen and agricultural production and agricultural research men of the canning industry to discuss mutual problems of improving pea production through breeding.

Dr. J. C. Walker, well known to all the canning industry, was chair-

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QMC Announces Further Plans for Radiation Preservation

Sharpe General Depot at Stockton, Calif., has been chosen as the site for the U. S. Army Ionizing Radiation Center, which is to investigate the use of ionizing radiation in the preservation of food.

Selection of the site was announced jointly by the Department of Defense and Atomic Energy Commission on November 9. The joint announcement outlined the type of research to be conducted there, supplementing an earlier announcement (see INFORMATION LETTER of June 16, page 235).

The Quartermaster Research and Development Command at Natick, Mass., will direct operations of the center. Work is expected to begin during this fiscal year and the center is expected to be in operation late in 1958.

"Initially," it was announced, "the center will have as its primary mission the development of methods of utilizing ionizing radiation to preserve foods and to determine the economic feasibility of such a process. The processing area will be designed so that a large variety of products may be handled and so that major modifications in processing lines may be effected.

"This aspect of the center's activities will be performed in conjunction with the Quartermaster Food and Container Institute, Chicago, which is conducting the over-all Quartermaster Corps research and development pro-

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Court Affirms Exemption for Trucks Hauling Frozen Foods

The Supreme Court on November 5, affirmed the decision of a three-judge U. S. District Court in Washington that the transportation of frozen fruits and frozen vegetables is not subject to the authority of the Interstate Commerce Commission. The Supreme Court's ruling, which was rendered without a formal opinion, left standing the District Court's interpretation of Section 203(b)(6) of

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N.C.A. Raw Products TAC Holds Annual Meeting

The N.C.A. Technical Advisory Committee under the Chairmanship of Morton Adams held its annual meeting the afternoon of November 8 at the Schroeder Hotel in Milwaukee following the Wisconsin Canners Association convention. Twenty-two technical men representing industry attended this meeting and heard the reports of the six subcommittee chairmen, namely: W. E. Hays for the Precision Vegetable Planters Subcommittee; J. O. Young, Acting Chairman, for the Subcommittee on Seed Quality; W. D. Tyler for the Mobile Viners Subcommittee; S. G. Younkin for the Row Crop Spraying Subcommittee; Ray Floate for the Subcommittee on Fruit Problems; and M. D. Reeder for the Special Vegetable Projects Subcommittee. The activities of these committees were discussed thoroughly and several new projects were considered by the over-all T.A.C.

P. K. Shoemaker, Chairman of the Raw Products Committee, also attended the meeting and presented his ideas on program planning on Technical Advisory Committee projects. President W. U. Hudson was present for part of the discussion and graciously offered his comments on the necessity for "good communications."

Meeting on Pea Breeding

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man of the meeting and was elected permanent chairman for future conferences on pea improvement.

Dr. Walker called upon Dr. Hagedown of the Wisconsin Experiment Station to discuss in some detail the pea research program of the Station. Dr. Barton and Dr. Schroeder of the New York Experiment Station also presented in some detail their work on breeding peas for resistance to enation mosaic and various root rots. Their report indicates very definite progress being made at their station. Dr. King of the Minnesota Experiment Station discussed the work that he is doing on the study of root rots of peas preparatory to developing resistant lines for future breeding. Dr. W. J. Zaumeyer of the USDA likewise commented on his recent survey of pea disease problems in the Northwest.

Representatives of the seedsmen contributed substantially to the general discussion by outlining their programs on pea improvement to meet the demands of the processing industry. Production and research personnel from the processing industry also offered their ideas and suggestions on the specific needs of the industry for improved pea varieties.

As a result of this conference a committee was appointed to draw up a suggested informal organization of pea breeders representing the Experiment Stations, the seed industry, and the canning industry. Similar conferences will be arranged periodically in order to keep everyone informed of the progress being made and to give those participating an opportunity to exchange information and ideas.

Snap Bean Breeding

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regards improvements in snap bean quality and their suitability for mechanical harvesting for processing.

Brief reports on their research programs in bean improvement were presented by Dr. Zaumeyer of the USDA, Dr. Frazier of the Oregon Experiment Station, Dr. Atkin of the New York Experiment Station, Dr. Ballard of the Michigan Experiment Station, Dr. Snyder of the Maryland Experiment Station, and Dr. Gabelman of the Wisconsin Experiment Station.

Technical bean breeders representing the seedsmen also attended this meeting. Dr. M. E. Anderson of Rogers Bros. Seed Co., Dr. Floyd Winter of Associated Seed Growers, George Skirm of F. H. Woodruff & Sons, Raymond Coulter of Ferry-Morse Seed Co., Larry Corbett of Northrup, King & Co., Kip Corneli representing Corneli Seed Co., as well as Walter E. Wilson of Washburn-Wilson Seed Co., contributed substantially to the discussion by outlining their snap bean breeding programs.

Practically every company doing breeding work and producing bean seed was represented at the conference and participated actively in the program. Many representatives from the canning industry attended the symposium and participated in the discussion. Mark Mitchell of The Larsen Company, William Hays of Gerber Products Co., Alvin Moll of Stokely-Van Camp, Floyd Sherry of Libby, McNeill & Libby, Ridgely Todd of John H. Dulany & Son, and Walt Enzie of the Birds Eye Division of General Foods Corp. were called upon by the Chairman to present the views of the processing industry on their specific needs as to snap bean specifications.

As a result of this conference a special committee was appointed by Mr. Adams to set up an informal organization of those interested in bean improvement and bean breeding and to make arrangements for future meetings of this type.

Network Radio Show

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gency storage. Grandma's Pantry, the FCDA emergency supply project, in the creation of which the N.C.A.'s nuclear test team in Nevada played an important part and which was a major item in much of the nuclear test publicity issued by the Information Division, will be emphasized in the radio script. In the FCDA recommendations of various foods for Grandma's Pantry canned items represent the great majority.

A special flyer suggesting methods of promoting this broadcast has been sent to civil defense directors in all cities in which a Mutual Broadcasting System affiliate radio station is located. This flyer suggests that they take over the five-minute segment at the end of the broadcast, which is available for local civil defense news, to publicize Grandma's Pantry.

All civil defense workers had previously been urged by the FCDA to plan an emergency food supply promotion in their respective areas using the Thanksgiving holiday as a tie-in, and had been furnished with the official FCDA emergency food supply leaflet, *Between You and Disaster*, as well as an illustration of an available "Grandma's Pantry" exhibit.

New Appointment Made to Raw Products TAC

W. W. Hunt of National Fruit Product Co., Inc., Winchester, Va., has been appointed by P. K. Shoemaker, Chairman of the N.C.A. Raw Products Committee, to be a member of the Raw Products Technical Advisory Committee. Mr. Hunt has been further assigned to the Technical Advisory Subcommittee on Fruit Problems.

New USDA Film Ready for National Farm-City Week

USDA has completed a motion picture—"The Agriculture Story"—which will be available for showing in scores of communities as a feature of observances of National Farm-City Week, November 16-22.

The 13½-minute color and sound picture is being sent to Farm-City Week committees in 55 cities throughout the country where it may be obtained for showing on television and before group meetings. Included in the membership of each committee is the local county agent. The film will be available to schools, clubs, and other groups following observance of Farm-City Week, according to USDA.

Major theme of the new film is the unfolding story of how American agriculture has become the most efficient in world history. It dramatizes the forces of nature, the gifts of science and research, and the achievements of the American farmer and American machines all working in a free economy.

The movie is concerned with services of the USDA to farmers and consumers. The vital, inter-related services of the Department—Research, education, conservation, stabilization, regulatory, credit and marketing—are portrayed in documentary style. Climaxing the movie is a special recording of "America the Beautiful" by the U. S. Air Force Chorus.

USDA spokesmen explained that observance of Farm-City Week by farmers, suburbanites, and city folks, in recognition of their interdependence, is considered an ideal time for showing "The Agriculture Story."

Canning Industry Contributions

The contribution the canning industry has made and is making to the American economy, with special reference to the utilization of land resources, labor savings in the growing process, and service to the consumer, were related by Executive Secretary Carlos Campbell in an address before the Kiwanis Club of Bush Terminal, Brooklyn, N. Y., on November 14.

The Club has been conducting programs on various aspects of rural-urban understanding, and the appearance of Mr. Campbell and his subject matter was used by the Bush Terminal Club to inaugurate their Kiwanis Farm-City Week, November 16.

Renegotiation Regulations

The Renegotiation Board has issued regulations giving effect to the new exemption of standard commercial articles and services under the Renegotiation Act of 1951, as currently amended. The regulations are applicable to fiscal years ending after June 30, 1956. Text of the regulations was published in the *Federal Register* of November 14

The Board issued, at the same time, a reminder that "contractors having less than $1 million of renegotiable sales in any fiscal year ending after June 30, 1956, are no longer required to file a financial statement with the Board but may do so in order to obtain a complete discharge for any such year 12 months after filing."

Special Overtime Pay Policy for Holiday Week Ends

The U. S. Department of Labor on November 14 announced a special holiday week policy which will allow for longer week end holidays.

The Administrator of the Department's Wage and Hour and Public Contracts Divisions, Newell Brown, explained that many employers and employees would like to make, for example, the Friday after Thanksgiving a holiday in exchange for a sixth workday on the week before or the week after Thanksgiving week.

"Accordingly," it was announced, "the Divisions will raise no question of failure to comply with the overtime pay provisions of the Fair Labor Standards Act or Walsh-Healey Public Contracts Act if the employers and their employees agree that no work be performed on the day before or after a holiday and that the employees will work six days in the preceding or following week without premium pay for the overtime hours which may result, provided the following two conditions are met:

"1. The firm has a standard practice of paying overtime in accordance with the requirements of the law, and

"2. The arrangement is made in advance, and is mutually agreed to by the employer and employees."

This policy will apply not only to the Thanksgiving week but to other weeks in which holidays fall, and such an agreement may be applied to any or all employees of the firm, the Labor Department said.

Customs Court Dismisses Suit on Trade Agreements Program

The U. S. Customs Court has dismissed a suit contesting, on behalf of the Southern California tuna industry, the constitutionality of the Trade Agreements Act under which the United States has negotiated reciprocal tariff reductions since 1934.

The case involved a complaint against a reduction in the U. S. tariff on canned tuna packed in brine from 25 percent to 12½ percent as a result of a trade agreement with Iceland.

The domestic tuna industry challenged the constitutionality of the trade agreements legislation on the ground that trade agreements are treaties and as such must be ratified by a two-thirds vote of the Senate; that the right to levy and collect import duties is reserved to the Congress; and that the delegation of authority to the President to negotiate trade agreements is therefore unlawful.

The government moved for dismissal of the suit on the ground that tariff rates can be protested only by a manufacturer or processor of a product that is identical or similar to that which is imported. The domestic industry packs tuna in oil rather than in brine. The Customs Court dismissed the suit by a 2-1 vote.

In another court test of the constitutionality of the Trade Agreements Act, the U. S. District Court for the District of Columbia ruled recently that the U. S. Customs Court has exclusive jurisdiction over that question. The suit in that case was brought on behalf of the Morgantown (W. Va.) Glassware Guild, Inc.

No Export Subsidy on Citrus

USDA announced November 8 that because of substantial improvements in export prospects for citrus fruits, export payments will not be made on the 1956-57 crop of oranges and grapefruit. USDA advised that the announcement is being made to remove any uncertainties which might affect the export trade.

Export possibilities are greatly improved this season, USDA reported, because of European shortages resulting from freeze damage to citrus trees in Spain last winter.

USDA has operated an export payment program for oranges in each of the last eight seasons and for grapefruit in seven of the last eight seasons.

C&TR Clipsheet on Canned Corn

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assortment of stories of various lengths and varied approaches. Character of the material is best revealed by the following list of story headings:

"Cans Contain Cream of Choice Corn Crop," "Corn Traditional American Symbol of Harvest Bounty," "Sweet Corn Origin Is Unsolved Riddle," "Two Styles of Corn Are Equally Popular," "Canned Corn Saves Half Billion Hours," "Popularity of Canned Corn is Revealed In Regional Recipes," "Record Pack of Quality Corn Will Add Color to Winter Meals," "Fine Dishes from Soups to Souffles Get Their Start from a Can of Corn," and "30 States Grow Corn For Processing."

As soon as the mailings to the newspaper editors have been completed, the Association plans to send one copy of the clipsheet to each corn canner with the suggestion that the individual canner use this material, and urge its use with local newspaper and magazine outlets.

Work on other promotions of special corn publicity has been continuous and several indications of use of the material are at hand. Of the food editors who use color illustrations that were approached two weeks ago, the following have scheduled publicity: Milwaukee *Sentinel*, Miami *Herald*, Philadelphia *Inquirer*, Newark *Sunday News*, Washington *Post*, and Los Angeles *Mirror-News*. The New York *Sunday Mirror* has requested black and whites for their magazine section.

On November 16 an interview on the canned corn situation with home economists of the USDA was taped and will shortly be released to more than 100 radio stations.

The U. S. Wholesale Grocers Association, in its November 14 bulletin, urged its members and their retail customers to give "enthusiastic and thoroughgoing merchandising efforts in support of the current promotions of canned corn." The bulletin reviews the several activities in this area being undertaken by the National Canners Association and the Can Manufacturers Institute. One of the first steps taken by each organization was to get the situation across to all of the distributor groups requesting them to stimulate and encourage store promotions.

Livestock and Meat Situation

Per capita consumption of meat in 1956 is indicated at 163.5 pounds, according to a report by the Agricultural Marketing Service of USDA on *The Livestock and Meat Situation*.

The total for the year may still top, for the first time, the record of 1908. For next year, USDA forecasts a slight decline in both production and consumption of meat.

Outlook for 1957

Production of meat in the United States increased from 21.9 billion pounds in 1951 to 27.9 billion pounds in 1956. The gain of 28 percent for so brief a period is almost phenomenal, USDA comments.

By the late months of 1956, the five-year uptrend was halted. Production will turn down in 1957, but the 27.2 billion pounds in prospect would be greater than in any year other than 1956. Consumption per person would drop below 160 pounds, but would exceed any recent year except 1955 and 1956.

A reduction in supply of pork is almost certain to result from the 8 percent fewer pigs being saved in 1956. A reduction in beef output also is probable, USDA said. The cattle herd remains virtually unchanged despite serious drought in important producing regions. Average weights in 1957 will be lighter, and this drop in quantity of beef per head is the principal reason to expect a decrease in beef output.

Consumer Demand for Meat

Prices of meat at retail are above their recent low points, but are much below their highs of several years ago. This is so, according to USDA, because the supply of meat is larger. In addition, demand apparently has failed to advance along with rising incomes of consumers.

Although only an approximate measure of demand, the retail value of meat consumed has shown a small but significant decrease in the last four years. The index of retail value per person was 283 in 1952 and 270 in 1956 (1935-39 = 100). In the same four years incomes of consumers have gone up 13 percent, USDA said.

Over many years a decreasing percent of consumers' incomes will be spent for meat, according to the report. This, however, is a very slow trend, and does not explain the changes in expenditures the last few years.

If the reduced prices of the past year reflect a greater sensitivity to increased supply, the slackening supply in prospect might result in a considerable strengthening of price. If the reduced prices indicate a serious decline in basic demand, USDA said, the outlook would be for continued relatively low prices.

There is reason to think that the late 1955 and early 1956 overload of meat supplies was partly at fault, that the demand has not weakened seriously, and that a stronger price level can be anticipated, according to USDA.

Cucumbers for Pickles

The 1956 production of cucumbers for pickles is estimated by the Crop Reporting Board of USDA at 13,861,000 bushels, a record high production, exceeding the 1955 production of 12,987,000 bushels by about 7 percent and the 1945-54 average production of 10,945,000 bushels by nearly 27 percent. The previous record high production of 13,822,000 bushels was obtained in 1952.

The revised estimate of acreage planted in 1956 is 126,830 acres, and the preliminary estimate of acreage harvested is 119,460 acres. These acreages compare with the 1955 planted acreage of 133,420 acres and the harvested acreage of 125,400 acres.

The preliminary estimate of yield per acre in 1956 is 116 bushels, a record high. This compares with 104 bushels obtained in 1955 and the 10-year average of 83 bushels per acre.

The estimate of pickling cucumbers includes pickles sterilized in glass or tin containers but does not include green cucumbers processed as "over night" and similar-type pickles.

Stocks

Stocks of salt and dill pickles in tanks and barrels on October 1 are estimated by USDA at 12,692,000 bushels. This is 7 percent more than the revised estimate of 11,909,000 bushels on hand on October 1 a year ago and 23 percent above the 1945-54 average of 10,344,000 bushels.

Holdings on October 1 from the current year's crop total 9,862,000 bushels, compared with 9,184,000 bushels for the same date in 1955. Holdings in salt and dill from previous crops amounted to 2,830,000 bushels on October 1, compared with 2,725,000 bushels on October 1 a year ago.

Taking into account both the estimated stocks and the 1956 production of 13,861,000 bushels, the indicated disappearance for the year ending September 30, 1956, was 13,078,000 bushels. This compares with 13,588,000 bushels for 1955.

Spinach for Processing

The prospective 1956 production of fall spinach for commercial processing is estimated at 27,300 tons, 21 percent more than last year but about the same as average, according to the Crop Reporting Board of USDA.

For the fall-crop states as a group, the average yield per acre promises to be below last year but above average. The preliminary estimate of acreage for harvest is 37 percent above last year's harvested acreage but 20 percent below average. About 35 percent of the planted acreage was abandoned last fall.

Because of drought, much of the non-irrigated acreage in Arkansas and Oklahoma was either seeded in the dust or had not been seeded by November 1.

Seasonal Group and State	10-year ave. 1945-54	1955	1956 Preliminary	Percent change from 1955
	(tons)	(tons)	(tons)	
Winter and spring[1]	79,940	93,800	105,400	+12
Fall:				
Calif.	6,440	6,400	8,100	+27
Va.	1,180	1,000	1,500	+50
Md.	1,080	1,200	1,300	+8
Ark.	2,400	440	1,000	+127
Okla.	2,920	1,000	3,800	+280
Wash.[2]	3,030	3,600	4,400	+22
Other states[2]	10,130	9,000	7,200	−20
Total, fall[1]	27,180	22,640	27,300	+21
Total, 9 states[1]	107,120	116,440	132,700	+14

[1] Averages for these groups include short-time averages for New York, Wash., and other states.
[2] Averages for these states are 1949-54.

Lima Beans for Processing

A total of 105,850 tons of green lima beans for processing was harvested in 1956, according to the Crop Reporting Board of USDA. This preliminary estimate, which is the second highest production of record, compares with 87,600 tons harvested in 1955 and the 10-year average production of 78,190 tons. All estimates are on a shelled basis.

Production of lima beans in 1956 is up for both canning and freezing.

The revised estimate of acreage planted to lima beans for processing is 107,850 acres. The preliminary estimate of acreage harvested is 102,320 acres. The difference between the planted and harvested acreages represents acreage from which no green lima beans were harvested for canning, freezing, or other processing.

The 1956 yield of lima beans for processing is 2,069 pounds per acre. This compares with 1,756 pounds of shelled limas obtained last year and the average of 1,640 pounds for the 1945-54 period.

State	10-year ave. 1945-54	1955	1956 Preliminary	Percent change from 1955
	(tons)	(tons)	(tons)	
N. Y.	1,930	2,620	1,840	−30
Pa.	2,690	2,400	2,320	−3
Ohio	330	530	220	−58
Mich.	1,490	1,060	1,180	+11
Wis.	4,450	5,180	6,620	+28
Del.	13,620	14,180	17,490	+23
Md.	2,860	2,000	3,360	+68
Va.	2,610	1,380	2,880	+109
Wash.	1,190	710	640	−10
Calif.	25,810	34,660	43,640	+26
Other states[1]	21,220	22,880	25,660	+12
U. S. Total	78,190	87,600	105,850	+21
For canning and other processing	31,120	25,470	30,160	+18
For freezing	68,700	62,130	75,690	+22

[1] Ark., Colo., Idaho, Ill., Ind., Iowa, Kans., Minn., Mo., N. J., Okla., Ore., Tenn., and Utah.

Trucks Hauling Frozen Foods

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the Motor Carrier Act which exempts from ICC rate supervision "motor vehicles used in carrying property consisting of . . . agricultural (including horticultural) commodities (not including manufactured products thereof). . . ."

The plaintiff, Home Transfer & Storage Company, a carrier for hire, had brought suit to set aside the Commission's order to cease and desist from transporting these frozen items in interstate commerce without an ICC certificate of convenience and necessity. The District Court decided that the fruits and vegetables which had been subjected to processing and quick-freezing were exempt under the Act as agricultural commodities. The Court noted that prior to freezing, sugars and syrups were added to the fruits and that the vegetables were blanched by heating to kill the enzymes and then reduced to near zero temperatures. The Court held, however, that "these processed fruits and vegetables remain essentially in the same shape and form as non-processed fruits and vegetables."

In reaching its conclusion, the District Court felt compelled to follow the Supreme Court's April interpretation of this exemption in *East Texas Freight Lines* v. *Frozen Food Express*, 351 U.S. 49 (1956) in which it was decided that fresh and frozen dressed poultry remains an exempt product since the poultry retained a "continuing substantial identity through the processing stage."

These decisions liberalizing the agricultural commodity exemption are of interest as a forecast to the position truckers may take regarding the status of canned fruits and vegetables under the Act. Should carriers for hire decide that the exemption also provides for the transportation of canned foods, trucks of this nature will be available to move the canners' products to markets.

Any further expansion of this exemption to include canned foods will, however, undoubtedly have to be litigated in the courts. In addition, the Interstate Commerce Commission may seek Congressional aid in preventing further inroads on its authority.

Radiation Preservation

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gram in the field of radiation preservation of food. This program includes contracts with 16 universities as well as contracts with research institutes and industrial concerns located throughout the country. The food processed through the Army Ionizing Radiation Center will be used in part for support of these contracts."

The N.C.A. Research Laboratories constitute one of the agencies with which the QMC Research and Development Command has contracted for studies on the destruction of bacteria under irradiation.

The joint announcement said that in addition to the investigation of the use of ionizing radiation in the preservation of food, the Army Ionizing Radiation Center also will "conduct other projects of interest to the Department of Defense."

Location of the center at Sharpe General Depot was determined on the basis of a detailed survey, it was said. Factors considered included proximity to highway, rail and commercial air transportation, availability of meats and a variety of food crops with a relatively long production season, cost of construction, availability of labor, and reactor safety requirements.

The experimental center will be built by the Army Corps of Engineers and will include a nuclear reactor which will be built by the AEC, at an estimated cost of $3 million. The reactor will be a source of intense gamma radiation for use in experiments with foods and other materials. It will be of the water-moderated type with solid fuel elements.

Descriptive Folders Promote Use of 'The Three Squares'

Ten thousand descriptive folders of the N.C.A. movie, "The Three Squares," have been printed by the U. S. Department of Agriculture Film Division, and are being circulated throughout their 75 cooperating film libraries. The folders will be used by the library and extension offices throughout the country as a promotion leaflet to encourage wide use and many showings of the film, which was one of the projects of the current N.C.A. Consumer and Trade Relations Program.

Text of the leaflet was prepared by the Dudley-Anderson-Yutzy staff and the Information Division of N.C.A. worked cooperatively with the USDA Film Section in the design of the make-up and display. In addition to listing the names and addresses of the cooperating libraries, the folder carries the following text:

THREE SQUARE MEALS A DAY
...WITH MODERN CANNED FOOD

THE THREE SQUARES—A natural-color film with sound; size, 16-mm; running time, 13½ minutes.

We think of food fit for a king as something very special. Yet, every one of us eats better today than the kings and knights of old. For the first time in history, perhaps, we can be sure of getting our "three squares" daily. The reason, of course, is that only in recent times have we learned the art of preserving foods—all kinds of foods—so that they retain their nourishment and taste good besides.

The canning industry, only 150 years old, has helped to revolutionize our diet, has provided us with the opportunity to eat balanced meals every day of the year. It offers us a world of foodstuffs: more than 500 items to choose from.

In "The Three Squares" live action and animation are artfully combined to tell how canning started, how it grew, what it means to us, and what it can mean for future generations. Suitable for schools and colleges, women's clubs, business men's clubs, and adult study groups.

A Ted Malone Production, directed by Earl Fultz and narrated by Ted Malone. Presented by the United States Department of Agriculture and the National Canners Association.

HOW TO BORROW THE FILM

Prints are available for loan from the Cooperating Film Libraries.* Send all requests for booking to the film library in your State, giving the date or dates on which film will be used. Make reservations as far in advance of showing date as possible. Borrower is usually required to pay transportation charges both ways, plus a small service charge to cover costs of inspecting and handling film.

TV REQUESTS

Both black and white and color prints may be borrowed for television showings directly from the Motion Picture Service, Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

* Names and address of the Film Libraries are listed in the October 13 INFORMATION LETTER, page 324.

N.C.A. Movie Shown

"The Three Squares," the canning industry film produced and distributed under the N.C.A. Consumer and Trade Relations Program, was shown last month at two locations in Holland.

As reported by R. Oliver, advertising and sales promotion of the Continental Can Company, their copy of the film was run on October 5 for the board of directors, sales and research staffs of their licensee in Deventer, an audience totaling about 40. Later in the month, on October 24, about 20 Dutch vegetable canners saw the film at a meeting in Utrecht. Mr. Oliver reports enthusiastic reactions at both showings.

The N.C.A. movie also has been translated into a Spanish sound track and will be shown to a number of Mexican food industry groups. The Office of Technical Services of the Department of Commerce has purchased a print from the USDA, a co-sponsor of the film with N.C.A., for the use of G. B. Fehmerling, food industry consultant with the International Cooperation Administration's program in Mexico. It was stated that "the film would be a valuable aid in the technical assistance programs by showing the development of modern practices in food production and canning."

New York Food Forum

The sixth annual Food Forum, which is sponsored by the United Fruit Company, was held November 8 and 9 in New York City. Katherine R. Smith, Director of the N.C.A. Consumer Service Division, attended the meeting.

The program was planned to bring information on packaging, promotion, retailing, institutional feeding, diets, and food economics as presented by experts in those fields. Reports on what's new in foods were presented by representatives of food trade associations, food manufacturers, appliance and equipment firms, and government agencies. A statement by Executive Secretary Carlos Campbell was read, dealing with the current canned foods supply situation and recounting the numerous quality control activities in which the industry engages.

Attending the meeting were more than 300 food people including food writers from 47 national and professional magazines, 45 authors and publishers of cook books and numerous newspaper food editors, radio and TV commentators.

In addition to attending the Food Forum, Miss Smith held individual conferences with numerous magazine food editors while in New York.

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